Kettering Town Centre
Task & Finish Group Recommendation Timeline (Jan 2020)

WINTER 2019/20

A1 **December 2019**
Built & Physical Environment

A review of the wayfinding system.

A4 **13th January 2020**
Built & Physical Environment

Utilise the Council's capital to assist in town centre schemes and initiatives.

B4 **Jan/Feb 2020**
Business support

Engagement and review of format with retailers for Christmas events and late night shopping.

H2 **Completed**
Footfall

The Council to use their own discretion in terms of restricting charity and commercial collections which could be considered as a deterrent for footfall within the town centre.

SPRING 2020

A1 **April 2020**
Built & Physical Environment

Significantly improved signage across the town centre and out of town.

A5 **Spring 2020**
Built & Physical Environment

Whilst the realisation of town centre residential development was positively received, it should not be to the detriment of commercial and leisure activities, balance should be created between the two.

A7 **Spring 2020**
Built & Physical Environment

Consideration should be given to replacing plastic flower planters with a planter more in-keeping with the heritage appearance of the town. The group are however pleased with the current state and appearance of flowers in the town centre.

C2 **April 2020**
Leisure and Events

The provision of a facility to allow the public to put on their own events in the town centre should be considered with practical help and support provided.

D2 **April 2020-2024**

Kettering's heritage offer needs to be well developed and promoted, with the aim that Kettering becomes a tourist destination, and the Civic Society and public should be involved in its promotion.

D3 **Spring 2020**
Marketing/Branding/Tourism

Additional promotion of events is required, with an increase in social media use, banners and noticeboards in the town centre advertising these, including the promotion of non-Council led activities, initiatives and events.

D4 **April 2020**
Marketing/Branding/Tourism

A map of the town (civic/business) should be incorporated into an interactive noticeboard in the town centre and produced in hard copy .

H1 **March 2020**
Footfall

Footfall counters should be utilised in the town centre to provide vital data that could assist in providing better understanding of movements.

SUMMER 2020

A3 **July 2020**
Built & Physical Environment

Launch a shop frontage improvement scheme, with town centre Council owned properties acting as an exemplar.

B3 **Business support**

Be more actively involved with retailers, traders and landlords and encourage them to work proactively together by being the catalyst for engagement, including; but not limited to, influencing and encouraging 'meanwhile use' of vacant units.

E4 **Summer 2020**
Transportation and Connectivity

Install town centre secure cycle storage to encourage the active use of cycling as a means of transport.

G1 **Summer 2020**
Public safety

Increase use of warden patrols to demonstrate and support public safety .

G2 **Summer 2020**
Public safety

Review the CCTV set up within the town to ensure cameras are positioned in the most appropriate locations or could be increased in number to boost public safety. In addition, radio links between retailers / night time economy could be beneficial.

AUTUMN 2020

I1 **October/ November 2020**
Town Centre Monitoring

Annual report on the health of the town centre to the Monitoring and Audit Committee.

WINTER 2020/21

A5 **January 2021**
Results of retail study

A6 **January 2021**
Built & Physical Environment

Review the Town Centre Area Action Plan to ensure it is relevant to the changing town centre environment

C3 **Winter 20/21**
Leisure and Events

Additional evening events at the museum and art gallery should be considered alongside collaborative work with cultural offerings across the town and with other towns

C4 **Leisure and Events**

Consideration to be given to developing a long-term vision for improving and maximising the sport and leisure offer within the town centre, with the aim of increasing footfall and dwell time

ONGOING

A2 **2020**
Built & Physical Environment

Make use of NCC electronic highways signage at the gateways to the town.

B1 **2020**
Business support

'Seats on streets' as articulated within the Town Centre Delivery Plan 2018-2025 should be actively encouraged and supported.

B2 **2020**
Business Support

Take a more proactive approach in attracting independent start-up businesses with a methodology introduced to assist with finances in year one with rent or assist with the application of nationally available business rate reliefs in accordance with local discretionary criteria.

C1 **Leisure and Events**

Reinforce and recognise the popularity and success of events in the town centre.

D1 **2020**
Marketing/Branding/Tourism

Significantly improve the promotion of 'good news' stories and celebrate the abundant history of the town.

E1 **Transportation and Connectivity**

Review parking fee structure with the aim of increasing dwell time

E2 **Transportation and Connectivity**

Periods of free parking could also be considered after 4pm in Council owned car parks to encourage twilight shopping and footfall following school hours

E3 **Transportation and Connectivity**

There was strong evidence to show the popularity of "Pop and Shop" parking, this initiative could be extended to additional locations. hours

E5 **2020**
Transportation and Connectivity

Proactively engage with key stakeholders including; Network Rail, East Midlands Railway, Northamptonshire County Council (Highways / Transport planning) and local public transport operatives.

I2 **2020**
Town Centre Monitoring

Retailers should be encouraged to use the Kettering Town Centre Partnership network as a voice to represent their views to the Kettering Town Forum.

POST UNITARY

G2 **Post Unitary**

Review the CCTV set up within the town to ensure cameras are positioned in the most appropriate locations or could be increased in number to boost public safety.

Kettering
Borough Council